



## About SEE3

### The Portas Review

In 2011 the government commissioned retail expert Mary Portas to conduct an independent review of the high street's future. The Portas Review identified the need to put the heart back into the centre of our high streets, re-imagined as destinations for socialising, culture, health, well-being, creativity and learning as well as places that will develop and sustain new and existing markets and businesses. High Streets should become places where we go to engage with other people in our communities, where shopping is just one part of a rich mix of activities. The new high streets won't just be about selling goods.

Following the review, the government and the GLA have made £2.7m available to run a series of pilots trialling her recommendations.

A dedicated group of volunteers working together across Sydenham, Forest Hill and Kirkdale bid for £80,000 to revitalise the high street and won one of 27 Portas Pilot grants in the second round of bidding.

The funding has been matched with £100,000 funding from the Phase Two development of Bell Green and a further £15,000 from the High Street Innovation Fund.

### SEE3 Portas Pilot Project

SEE3 is the Town Team for the South East London Portas Pilot covering the three areas: **Forest Hill, Kirkdale and Sydenham**.

The SEE3 Portas Pilot vision is of a high street where established independent traders are an integral part of the community; new traders bring innovation and further quality; boundaries between retail, culture and community blur; energy of active citizens is harnessed; new ideas are championed and space that is secured for start-up enterprises to develop is readily accessible.

The SEE3 Town Team was awarded Portas Pilot funding in July 2012 for high street regeneration projects including:

- Jack & Jill - two community hubs in empty shops used for creative community engagement through art exhibitions and workshops, showcasing and selling local products, and running business workshops.
- SEE3 Markets which will introduce a series of sustainable markets to the area.
- The Shop Revolution which aims to bring empty units back into use and interest to the high street through the introduction of pop up shops.

SEE3 is quite simply an invitation to **SEE all that's on offer in these 3 unique and distinct areas.**

The successful bid was steered by a core Town Team comprising local businesses, amenity societies and elected Councillors. The growing Town Team will include landlords, businesses, residents, community groups and volunteers to develop high streets that are vibrant community hubs.

See [www.see3.co.uk](http://www.see3.co.uk) for more details, or follow us on Twitter **@SEE3PortasPilot** and Facebook at [www.facebook.com/WeAreSEE3](https://www.facebook.com/WeAreSEE3)

Sydenham, Kirkdale and Forest Hill have won Portas Pilot Town status. This project is supported with £80k from the Mayor of London's Outer London Fund which is helping increase the vibrancy and growth of high street places across London. Lewisham Council is providing an additional £137k to help rejuvenate the area's high streets with new street markets, start-up opportunities for new businesses and creative exhibitions.

## **SEE3: The Team**

**The team consists of the Core Team and the two project strands of: The Shop Revolution and SEE3 Markets.**

### **SEE3 Core Team**

#### **Clr Chris Best - Chair of SEE3 Limited**

Chris has lived in and represented the Sydenham community for over 25 years and is passionate about improving the high street. She has a real understanding of the local issues by actively listening to the community which helps shape her vision of the future. Chris is Chair of the Sydenham Assembly and Sydenham Town Centre Steering Group and was key in the development of the bid for the Portas pilot.

Chris is an influential councillor having delivered significant external investment to Sydenham including the opening of the East London Line in May 2010; £3.5 million from Transport for London for high street improvements; £3.5 million from Myplace for a youth led centre as well as over £2 million from Lewisham's Local Implementation Plan for other transport improvements.

Through her role as Cabinet Member for Community Services Chris provides effective community leadership and one of her priorities is developing community volunteering and timebanks. For Chris, success of the SEE3 Portas Pilot will be residents fully involved in the life of their communities including a thriving high street.

#### **Louise Brooks, Director**

#### **The Shop Revolution Project Manager**

Louise Brooks is a local resident and marketing professional with extensive experience in marketing, events, campaign and project-management working for the likes of British Sky Broadcasting, a number of digital agencies and an online auctioneer.

Louise founded Bake Consulting Ltd in 2011, a marketing consultancy specialising in high street businesses, after a break in her career to have a family. It was when Louise took time out to have a family that she became involved in a number of community projects and gained an understanding of what challenges local businesses are facing in the high street.

Louise was invited to contribute to the second round bid for Portas Pilot funding following the set up a local Empty Shops Group exploring the opportunities posed by empty shops. She designed The Shop Revolution project that aims to renovate up to 12 empty units and run them as pop up shops in order to stimulate demand and bring interest to the high street.

### **Penelope Else, Director**

#### **The Shop Revolution Hub Project Manager**

Penelope Else is project manager for setting up the Sydenham Community Hub ('Jill'), which has required extensive refurbishment. She has a background in IT project management and more recently has managed some large-scale dance festivals and worked with SMEs on their business strategy/execution. She is the webmaster for Sydenham Town Centre ([www.sydenhamtowncentre.com](http://www.sydenhamtowncentre.com)) and Sydenham Arts Festival ([www.sydenhamartsfestival.co.uk](http://www.sydenhamartsfestival.co.uk)), and has a keen interest in new retail models, especially omnichannel.

### **Deborah Efemini, Director**

#### **SEE3 Markets Manager**

No stranger to the world of street markets, Deborah was formerly a town centre manager for Lewisham Council, ran the Lewisham Country Fayre and the Lewisham Winter Festival, and still runs the Catford Broadway Monthly Market. An energetic and clear-thinking woman, she also has over 10 year's experience of running her own vintage and vintage lifestyle events business.

### **Annabel McLaren, Director**

Annabel McLaren is currently Chair of the Sydenham Society. She grew up in Baham, south-west London and then studied at Swansea University, moving to Sydenham in 1979. After a career as a journalist and editor in books, magazines and newspapers, Annabel and her husband, Barry, set up Myriad Books - a publishing company dedicated to producing photographic books of Britain. Always an enthusiast for Sydenham, her recent experience of working from home has made her appreciate SE26 even more. Annabel is delighted to be a director of SEE3 and is convinced that the Portas Pilot will help to regenerate the three areas of Sydenham, Kirkdale and Forest Hill.

### **Clr Alex Feakes, Director**

Alex Feakes has been a Forest Hill ward councillor since 2006 and is the Treasurer of SEE3. After studying at Imperial College, London, Alex qualified as a financial accountant with PricewaterhouseCoopers and worked in the city and business in a range of sectors, including media and the arts. He recently changed careers, and now teaches physics at secondary level at a school in southeast London. Alex has lived with his family in Forest Hill for over 10 years and amongst other roles with community organisations, is the trustee of a local charity.

### **Ed Holloway, Director, RIBA**

Ed is a local resident and parent. He is Director of local architect and design practice BEEP Studio based in Havelock Walk, Forest Hill. The practice was founded in 2011 to offer a service spanning Consultation, Design and Making.

Ed has extensive experience of working with clients and end users in Public and Private development. Engaging with change has been a major focus for Ed and he has helped deliver outstanding projects for organisations looking to improve the quality of experience for staff and local communities through Enabling, Regeneration, Refurbishment and award-winning Design Projects. He has experience of leading teams on small to large-scale projects, and has worked with individual clients and complex organisations.

These skills are focused around a core of public consultation, which has led to a set of projects that have been very successful in the eyes of their users, as well as receiving high profile press coverage and professional acclaim.

Recent developments in the legislation of planning and local government has meant a re-appraisal of how community groups and third sector organisations respond to changing needs in the context of local infrastructure.

### **Richard Hibbert, Director**

Richard Hibbert, Chairman of Forest Hill Society (since 2009) and director of SEE3. Resident of Forest Hill and Local Assembly Coordinator.

The Town Centre has been top of the priorities for the Forest Hill Society since 2010. The Society has campaigned hard for investment in our Town Centre, successfully gathering over 12000 signatures for petitions demanding a new pool complex and better transport connections. Additionally, the Society has lobbied for inward investment and started a monthly Food Fair with the aim of filling our empty shops. In just six months, we have succeeded in getting two new businesses – Aga's Little Deli and The Butchery Ltd (Forest Hill's Pop Up) into vacant units.

### **Rebecca Leathlean, Director**

Becca Leathlean is the proprietor of Alhambra Home & Garden Spanish Shop and Cultural Centre in Kirkdale. A founder member and chair of the Kirkdale Village Traders and Community Group, she has worked hard to regenerate Kirkdale, winning funding for planters, street trees and bike stands and helping to organise events. Kirkdale Village worked alongside Hugh Dames to host the highly successful 2011 Kirkdale Christmas Pop-Up which saw some 50 activities and events taking place in some 30 shops and other venues up and down Kirkdale.

### **Petra Marshall, Director**

Petra is the lead officer at Lewisham Council supporting the SEE3 initiative. The Council is the accountable body for the grant funding provided to the pilot; and is providing support to the SEE3 team delivering grassroots bottom-up regeneration.

Petra is currently the Local Assemblies Manager for Lewisham; and prior to that was Catford Town Centre Manager. She brings experience and skills in community development, consultation, engagement and high street regeneration; as well as links to other officers and expertise in the council.

### **Pat Trembath, Director**

Pat is the current Editor of the quarterly Sydenham Society News. Resident for over 40 years and Chair of the Sydenham Society (1100 members) from 1994-2008. Member of Sydenham Town Centre Steering Group over 10 years. Chair and Director of Sydenham Arts Festival Ltd (retiring 2013). MBE for services to the Community of Sydenham in Queen's Birthday Honours June 2011.

## **SEE3 Project Strand: The Shop Revolution**

### **The project in brief**

Phase one of this project is to create three pop up shops that will open throughout December, one in each area. There will also be a calendar of events taking place in surrounding shops. Phase two will be to create seven to nine pop up shops to launch in April 2013.

The Shop Revolution team is lead by Louise Brooks and includes Linda Welsh and Penelope Else with additional expertise provided by Ed Holloway, Lee Newham and Meanwhile Space. Linda Welsh is a local Marketing & PR expert and journalist. Penelope Else runs local websites [sydenhamtowncentre.com](http://sydenhamtowncentre.com) and [sydenhamartsfestival.co.uk](http://sydenhamartsfestival.co.uk), and was one of those responsible for co-project managing the [Kirkdale 2011 Christmas Pop Up event](http://kirkdale2011christmaspopupevent.co.uk).

The Shop Revolution will draw on expertise in renovating the shops from local architect and SEE3 Core Team member Ed Holloway of Beep Studio, and Lee Newham of [designedbygoodpeople.com](http://designedbygoodpeople.com) and [whatifsydenham.wordpress.com](http://whatifsydenham.wordpress.com). Lee has been responsible for redesigning shop fronts in London high streets for GLA high street regeneration projects. The team will also be consulting with community pop up shop experts Meanwhile Space.

### **Louise Brooks, The Shop Revolution Project Manager**

Louise Brooks is a local resident and marketing professional with extensive experience in marketing, events, campaign and project-management working for the likes of British Sky Broadcasting, a number of digital agencies and an online auctioneer.

Louise founded Bake Consulting Ltd in 2011, a marketing consultancy specialising in high street businesses, after a break in her career to have a family. It was when Louise took time out to have a family that she became involved in a number of community projects and gained an understanding of what challenges local businesses are facing in the high street.

Louise was invited to contribute to the second round bid for Portas Pilot funding following the set up a local Empty Shops Group exploring the opportunities posed by empty shops. She designed The Shop Revolution project that aims to renovate up to 12 empty units and run them as pop up shops in order to stimulate demand and bring interest to the high street.

*"I got involved in the Portas Pilot because I am passionate about high street regeneration and had recognised an untapped potential in our high streets and shops. I set up my local marketing consultancy, Bake, which specialises in high street businesses with the aim of helping them remain competitive in a difficult economic climate. From there my attention turned to the bigger picture asking myself: how can we create a catalyst for change on a large scale? I felt that empty shops were the key. I had seen what had been achieved by the arts movement with organisations like the Empty Shops Network, and by Spacemakers with Brixton Village and similar models, wondering if we could achieve something similar in SE London. This was the basis for my thinking when designing the initiative now known as "The Shop Revolution."*

### **Penelope Else, The Shop Revolution Hub Project Manager**

Penelope Else is project manager for setting up the Sydenham Community Hub ('Jill'), which has required extensive refurbishment. She has a background in IT project management and more recently has managed some large-scale dance festivals and worked with SMEs on their business strategy/execution. She is the webmaster for Sydenham Town Centre ([www.sydenhamtowncentre.com](http://www.sydenhamtowncentre.com)) and Sydenham Arts Festival ([www.sydenhamartsfestival.co.uk](http://www.sydenhamartsfestival.co.uk)), and has a keen interest in new retail models, especially omnichannel.

### **Linda Welsh, Marketing and PR Manager**

Linda is the marketing and PR manager for The Shop Revolution. A Scot by birth, she made her home here in London sixteen years ago working in marketing for a number of technology start-up companies, then with a range of software, consulting, events management and consumer brands.

For the past few years she has been working solely with small independent micro-businesses locally, helping plan and execute marketing initiatives, and is also a freelance writer and journalist.

## **SEE3 Project Strand: SEE3 Markets**

### **Deborah Efemini, SEE3 Markets Manager**

No stranger to the world of street markets, Deborah was formerly a town centre manager for Lewisham Council, ran the Lewisham Country Fayre and the Lewisham Winter Festival, and still runs the Catford Broadway Monthly Market. An energetic and clear-thinking woman, she also has over 10 year's experience of running her own vintage and vintage lifestyle events business.

*"Our aim is to make the SEE3 area a better place, by encouraging the development of the area through social and economic interventions; giving voices to various demographics within the community; supporting and offering opportunities for economically, physically, and socially disadvantaged groups; and encouraging entrepreneurship by taking satellite markets, short term shop use and social enterprise to the next level."*

## **SEE3: The Story to date**

### **July**

mid July: funding awarded

mid July: website live/facebook and twitter accounts set up

23/07/12 announce event @ Horniman - 250 people attended

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### **Aug - Sept**

Aug-Sept: Project plans taken to series of Assemblies

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### **Sept**

Beg Sept: Sydenham Hub 'Jill' secured

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### **Oct**

08/10/12 The Shop Revolution Project Manager appointed: Louise and team appointed to deliver Pop Up Shops in early Dec

22/10/12 SEE3 Markets Manager appointed: Deborah Efemini

end Oct: first two shops secured for Pop Ups

end Oct: work started on Sydenham Community Hub 'Jill'

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## **Nov**

beg Nov: third shop secured for Pop Ups

5th Nov: First 2 Pop Up Shop Forest Hill and Kirkdale candidate interviews

9th Nov: First 2 Pop Up Shops for Forest Hill and Kirkdale announced: The Butchery Ltd (Forest Hill) and Pen and Gravy/Modernish collaboration (Kirkdale)

9th Nov: Final 3rd Pop Up Shop Sydenham application deadline

15th Nov: Final 3rd Pop Up Shop Sydenham announced: Conquer's Wardrobe

15th Nov: Work started on all Pop Up Shops

23rd Nov: Market stalls for 1st market (Kirkdale Vintage & Retro) application deadline

30th Nov: Market stalls for two other Christmas Markets (Forest Hill Festive Food Fair 15th Dec/Sydenham Seasonal Gifts and Food Market 16th Dec)

30th Nov: Town Team Manager selected, to be announced

30th Nov: Hub Co-ordinator and Artist-in-Residence roles selected, to be announced

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## **Dec**

1st Dec: The Big Launch! 3 Pop Ups, Market & Community Hub

### **Forthcoming events**

15 Dec: Lantern Parade

15 Dec: Forest Hill Festive Fair

16 Dec: Sydenham Festive Food Market

24 Dec: Pop Up Shops period closes

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## **Further Information**

### **Contacts**

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